

IN THE CLAIMS

Please amend claims 169, 194, 232, 250-252, 259-266, 268-269, and 271 as follows:

--169. (CURRENTLY AMENDED) A system as defined in claim 168

5 wherein said at least one machine recognizable feature has
associated therewith a data link which is recognized by
said feature recognition unit.

194. (CURRENTLY AMENDED) A system as defined in claim 179

10 wherein said "information superhighway" data link comprises
a radio frequency ("RF") cellular network.

232. (CURRENTLY AMENDED) A system as defined in claim 231

15 wherein said service includes displaying promotional
programming material on said display unit ~~of said user~~.

250. (CURRENTLY AMENDED) A system as defined in claim 168

wherein said feature recognition unit is selected from a
group consisting of a hand-held unit, a scanner, a bar code
20 scanner, an optical code reader, an optical reader, a
personal camera, a personal computer reader, a digital
camera, a digital mouse and an optical mouse.

251. (CURRENTLY AMENDED) A system as defined in claim 250
wherein said feature recognition unit is linked to a
personal computer.

5 252. (CURRENTLY AMENDED) A system as defined in claim 250
wherein said feature recognition unit is linked to a
wireless interface.

259. (CURRENTLY AMENDED) A system as defined in claim 250
10 wherein said feature recognition unit is linked to a
personal digital assistant.

260. (CURRENTLY AMENDED) A system as defined in claim 250
wherein said feature recognition unit is linked to an
15 Internet appliance.

261. (CURRENTLY AMENDED) A system as defined in claim 250
wherein said feature recognition unit is linked to a
television set.

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262. (CURRENTLY AMENDED) A system as defined in claim 250
wherein said feature recognition unit comprises a portion
of a cellular telephone.

263. (CURRENTLY AMENDED) A system as defined in claim 250
wherein said feature recognition unit comprises a portion
of a personal digital assistant.

5 264. (CURRENTLY AMENDED) A system as defined in claim 250
wherein said feature recognition unit comprises a portion
of a remote control unit.

265. (CURRENTLY AMENDED) A system as defined in claim 250
10 wherein said feature recognition unit comprises a portion
of a handwriting implement.

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266. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a magazine;

5 scanning said machine recognizable feature of said magazine; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said 10 programming material is related to said magazine.

268. (CURRENTLY AMENDED) The method of claim 266 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible

15 bar code, magnetic code, printed character, symbol, ~~icon~~, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark~~, magnetic strip, code, analog pattern, and 20 hieroglyphic character.

269. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a magazine, comprising the steps of:

imprinting a machine recognizable feature within said magazine, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said magazine and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceptible form, wherein said programming material is related to said magazine.

271. (CURRENTLY AMENDED) The method of claim 269 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, a universal product code,
invisible bar code, magnetic code, printed character,
5 symbol, ~~icon~~, invisible indicia, two-dimensional figure,
icon, invisible icon, watermark, invisible watermark,
digital watermark, series of alphanumeric characters,
binary code, ~~digital watermark~~, magnetic strip, code,
analog pattern, and hieroglyphic character.--

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